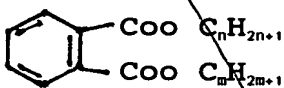


WHAT IS CLAIMED IS:

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a'

1. A soft vinyl chloride resin composition comprising:
100 parts by weight of a vinyl chloride resin;
20 to 150 parts by weight of a thermoplastic polyurethane; and
60 to 150 parts by weight of an alkyl phthalic ester having the following chemical formula:



wherein m and n are 7 to 14.

2. A composition as defined in Claim 1, wherein said vinyl chloride resin has an average polymerization degree of 700 to 2500.

3. A composition as defined in Claim 1, wherein said thermoplastic polyurethane is an aliphatic polyurethane.

4. A composition as defined in Claim 1, wherein said thermoplastic polyurethane is made of polyester diol and isocyanate.

5. The composition as defined in Claim 1, wherein the carboxylic acid component of said polyester diol is selected from the group consisting of adipinic acid, succinic acid, azelaic acid, and sebacic acid.

6. A composition as defined in Claim 4, wherein said isocyanate is selected for the group consisting of p-phenylene isocyanate, diphenyl

4 methane, diisocyanate, hexamethylene diisocyanate,
5 tetramethylene diisocyanate.

1 7. A composition as defined in Claim 1,
2 wherein said thermoplastic polyurethane is an
3 aliphatic thermoplastic polyurethane made of
4 adipinic acid-1, 4 butane diol and hexamethylene
5 diisocyanate.

1 8. A composition as defined in Claim 1,
2 wherein m and n are 7 to 9.

1 9. A composition as defined in Claim 1,
2 wherein said alkyl phthalic ester has a linear chain
3 ratio of an ester group (normal portion) of 80% or
4 more.

1 10. A composition as defined in Claim 1,
2 further including a filler.

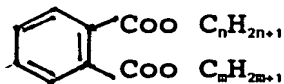
1 11. A composition as defined in Claim 10,
2 wherein said filler is provided in the amount of 10
3 to 100 parts by weight to 100 parts by weight of
4 said vinyl chloride resin.

1 12. A composition as defined in Claim 10,
2 wherein said filler is a plate-shape material
3 selected from the group consisting of talc, mica,
4 calcined clay, and caoline clay.

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1 13. A molded article made of a soft vinyl
2 chloride resin composition comprising:
3 100 parts by weight of a vinyl chloride
4 resin;
5 20 to 150 parts by weight of a
6 thermoplastic polyurethane; and

Sub
as
cont

60 to 150 parts by weight of an alkyl
phthalic ester having the following chemical
formula:



wherein m and n are 7 to 14.

steering wheel pad
14. A ~~molded article~~ as defined in Claim
13, wherein said vinyl chloride resin has an average
polymerization degree of 700 to 2500.

steering wheel pad
15. A ~~molded article~~ as defined in Claim
13, wherein said thermoplastic polyurethane is an
aliphatic polyurethane.

steering wheel pad
16. A ~~molded article~~ as defined in Claim
13, wherein said thermoplastic polyurethane is made
of polyester diol and isocyanate.

steering wheel pad
17. A ~~molded article~~ as defined in Claim
13, wherein the carboxylic acid component of said
polyester diol is selected from the group consisting
of adipinic acid, succinic acid, azelaic acid, and
sebacic acid.

18. A molded article as defined in Claim
16, wherein said isocyanate is selected from the
group consisting of p-phenylene isocyanate,
dienylmethane, diisocyanate, hexamethylene
diisocyanate, and tetramethylene diisocyanate.

steering wheel pad
19. A ~~molded article~~ as defined in Claim
13, wherein said thermoplastic polyurethane is an
aliphatic thermoplastic polyurethane made of
adipinic acid-1.4 butane diol and hexamethylene
diisocyanate.

1 20. A molded article as defined in Claim
2 13, wherein m and n are 7 to 9.

1 21. A molded article as defined in Claim
2 13, wherein said alkyl phthalic ester has a linear
3 chain ratio of an ester group (normal portion) of
4 80% or more.

B 1 22. ^{steering wheel pad}~~A molded article~~ as defined in Claim
2 13, further including a filler.

B Sub 1 23. ^{steering wheel pad}~~A molded article~~ as defined in Claim
2 22, wherein said filler is provided in an amount of
3 10 to 100 parts by weight to 100 parts by weight of
4 said vinyl chloride resin.

B 1 24. ^{steering wheel pad}~~A molded article~~ as defined in Claim
2 22, wherein said filler plate-shape material
3 selected from the group consisting of talc, mica,
4 calcined clay, and caoline clay.

25. A molded article as defined in Claim
13, wherein said molded article is an automobile
component selected from the group consisting of
covers of air bag devices, steering wheel pads, and
shift lever boots.

26. A molded article as defined in Claim
13, wherein said molded article is selected from the
group consisting of assist grips, hoses, films,
artificial leathers, gaskets and conductor
coverings.